



**Research at North Carolina Elementary School indicates
Building Thinking Skills® leads to significant academic gains**

Seaside, CA — November 17, 2006 — The Critical Thinking Co.™ is pleased to announce the results of a research study that proves the effectiveness of the *Building Thinking Skills*® series. This book series has been a key component of The Critical Thinking Co.'s product line since 1986.

A target group of second and third grade minority students at East Elementary School in Monroe, North Carolina, utilized the *Building Thinking Skills*® Level 1 book for 30-minutes daily over the course of four months. Based on their Naglieri Nonverbal Ability Test scores, these students qualified for the Gifted Math Program; they also showed an average growth of 11 points in Reading and 17.45 points in Math on the ABCs End-of-Grade Test.

After district test data showed that African-American males were not making anticipated academic growth, a target group of students (grades 3-5) participated in 30-minute daily sessions of *Building Thinking Skills*® for four months. This group outperformed other students on the ABCs End-of-Grade Test in Math with an average score of 86.5%, compared to 82.3%.

Based on these significant gains, the *Building Thinking Skills*® series has been implemented for all students in grades 2-5 at East Elementary School.

For information about the study, contact East Elementary School in Monroe, NC at 704-296-3110.

About The Critical Thinking Co.™

For over 35 years, The Critical Thinking Co. has been the recognized leader in teaching thinking. The company offers fun, easy-to-use products that develop a wide-range of thinking skills and improve standards-based learning in reading, writing, math, science, and history. The company's award-winning books and software empower students with the problem-solving skills needed for success in school and in life. The Critical Thinking Co. guarantees better grades and higher test scores, or your money back!

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About Bright Minds™

Bright Minds is the home party plan division of The Critical Thinking Co. The direct sales division offers an exclusive line of award-winning educational products in addition to the standard critical thinking offering. Products are sold by independent consultants in a home party

setting. Customers may host a party with the help of a consultant and shop for free, or start their own business as a Bright Minds consultant.

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